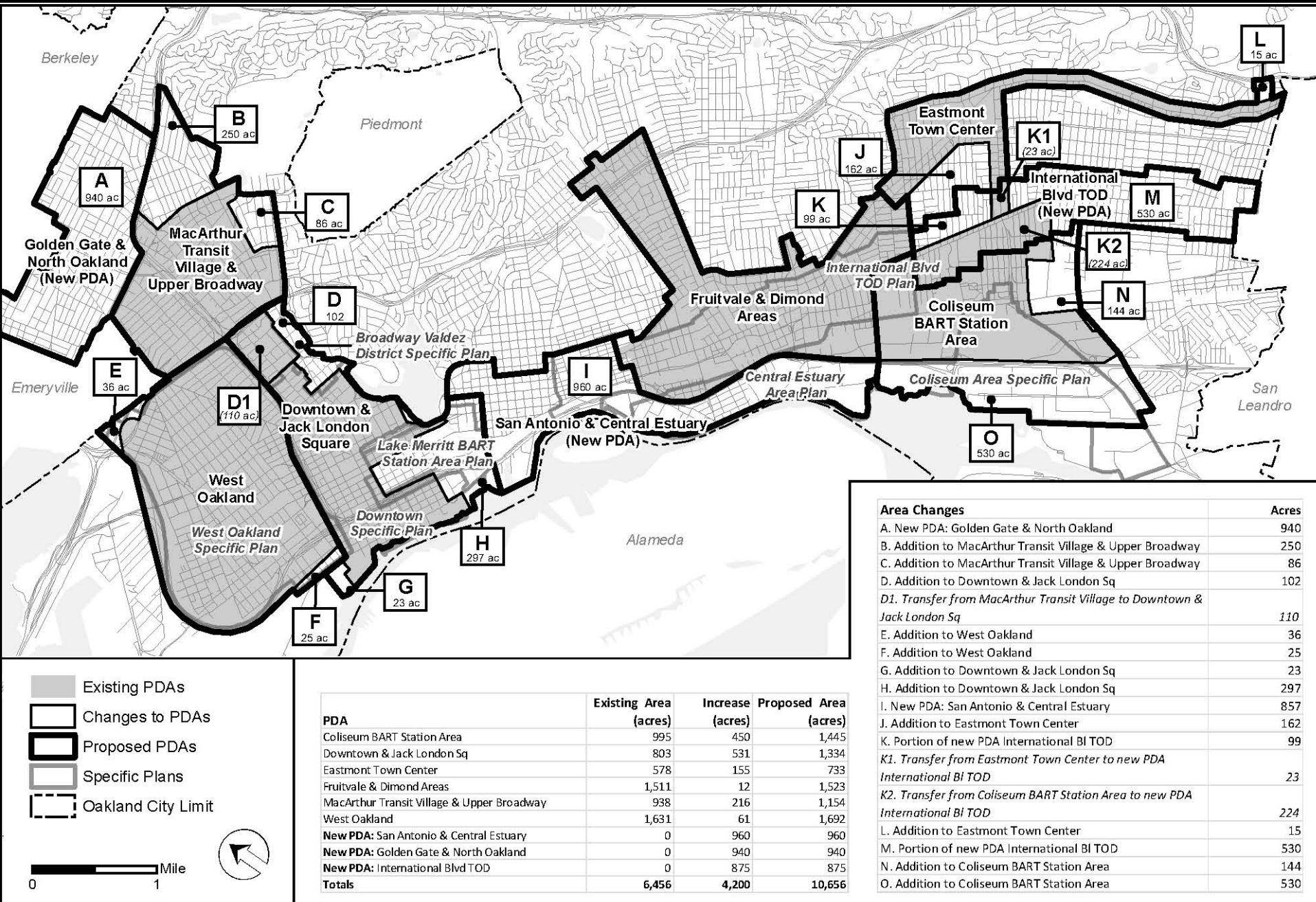


Proposed PDAs with Redevelopment Areas



PDA	Existing Area (acres)	Increase (acres)	Proposed Area (acres)
Coliseum BART Station Area	995	450	1,445
Downtown & Jack London Sq	803	531	1,334
Eastmont Town Center	578	155	733
Fruitvale & Dimond Areas	1,511	12	1,523
MacArthur Transit Village & Upper Broadway	938	216	1,154
West Oakland	1,631	61	1,692
New PDA: San Antonio & Central Estuary	0	960	960
New PDA: Golden Gate & North Oakland	0	940	940
New PDA: International Blvd TOD	0	875	875
Totals	6,456	4,200	10,656

PDA's: Created in 2010

Fruitvale & Dimond

Eastmont Town Center

West Oakland

MacArthur Transit Village

Coliseum City

International Boulevard

Downtown

Potential PDA's: 2015

Lake Merritt & Broadway Valdez Areas
(to be added to the Downtown PDA)

San Antonio and Central Estuary
Golden Gate and North Oakland

Specific Plans in PDA's:

Central Estuary (2013)

Broadway Valdez (2014)

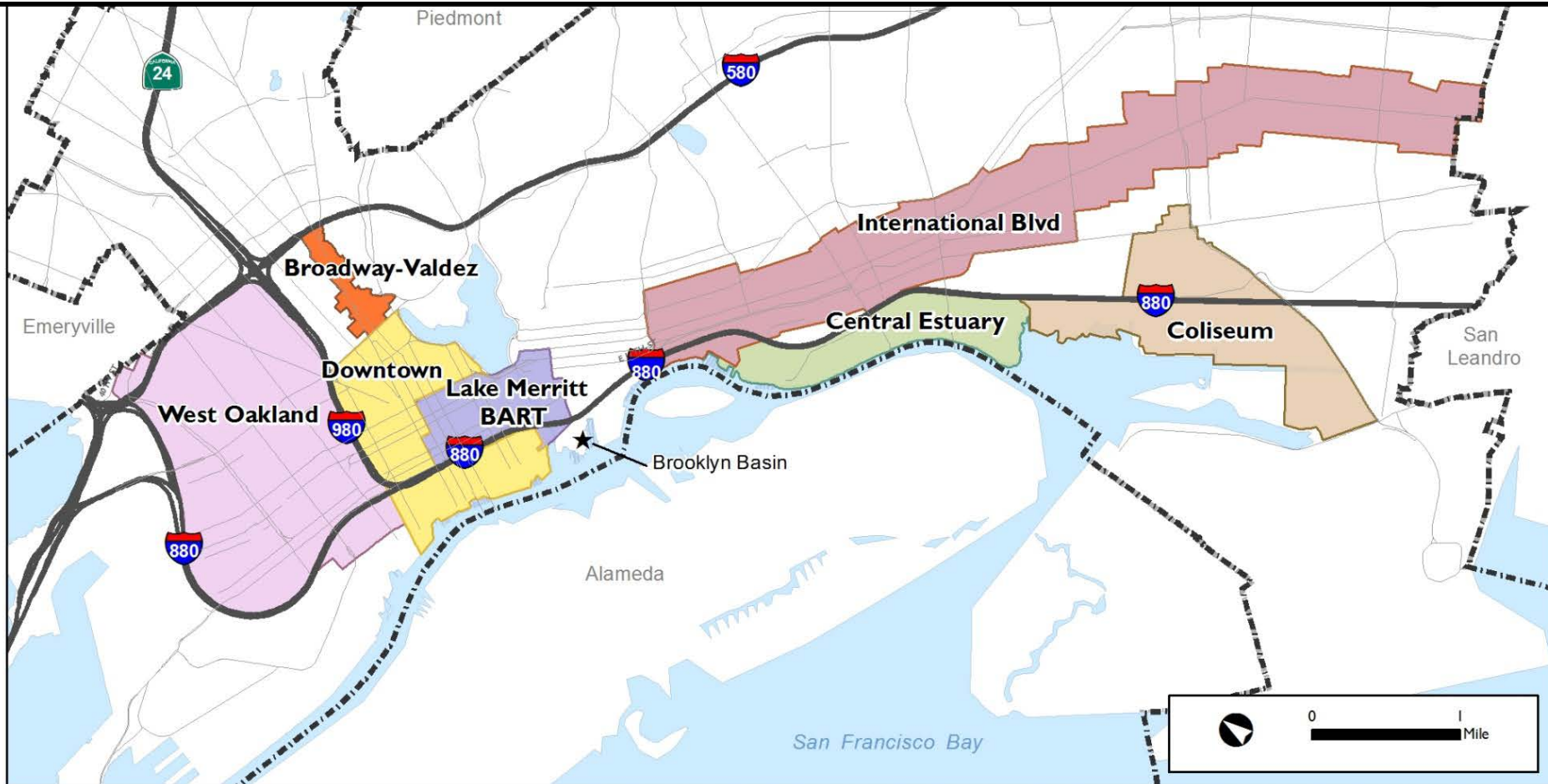
West Oakland (2014)

Lake Merritt (2014)

Coliseum City (2015)

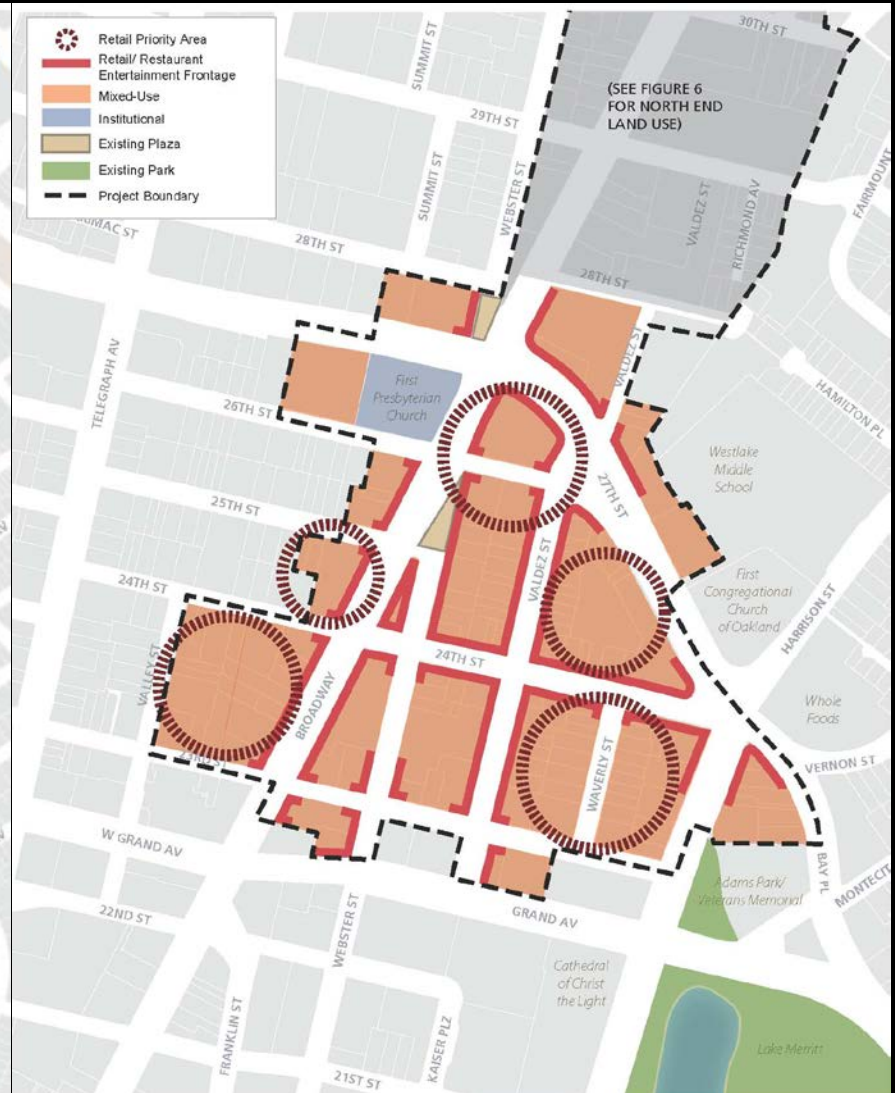
Downtown (starting in 2015)

Specific Plans and TOD Plan (International Blvd)



Broadway-Valdez Specific Plan

Focus on Retail and Residential



First Broadway Valdez Project Prominent Retail & 200 Residential







Lake Merritt Station Area Plan

A Specific Plan for the Area Around the Lake Merritt BART Station

Lake Merritt – Chinatown Specific Plan

Focus around Lake Merritt BART



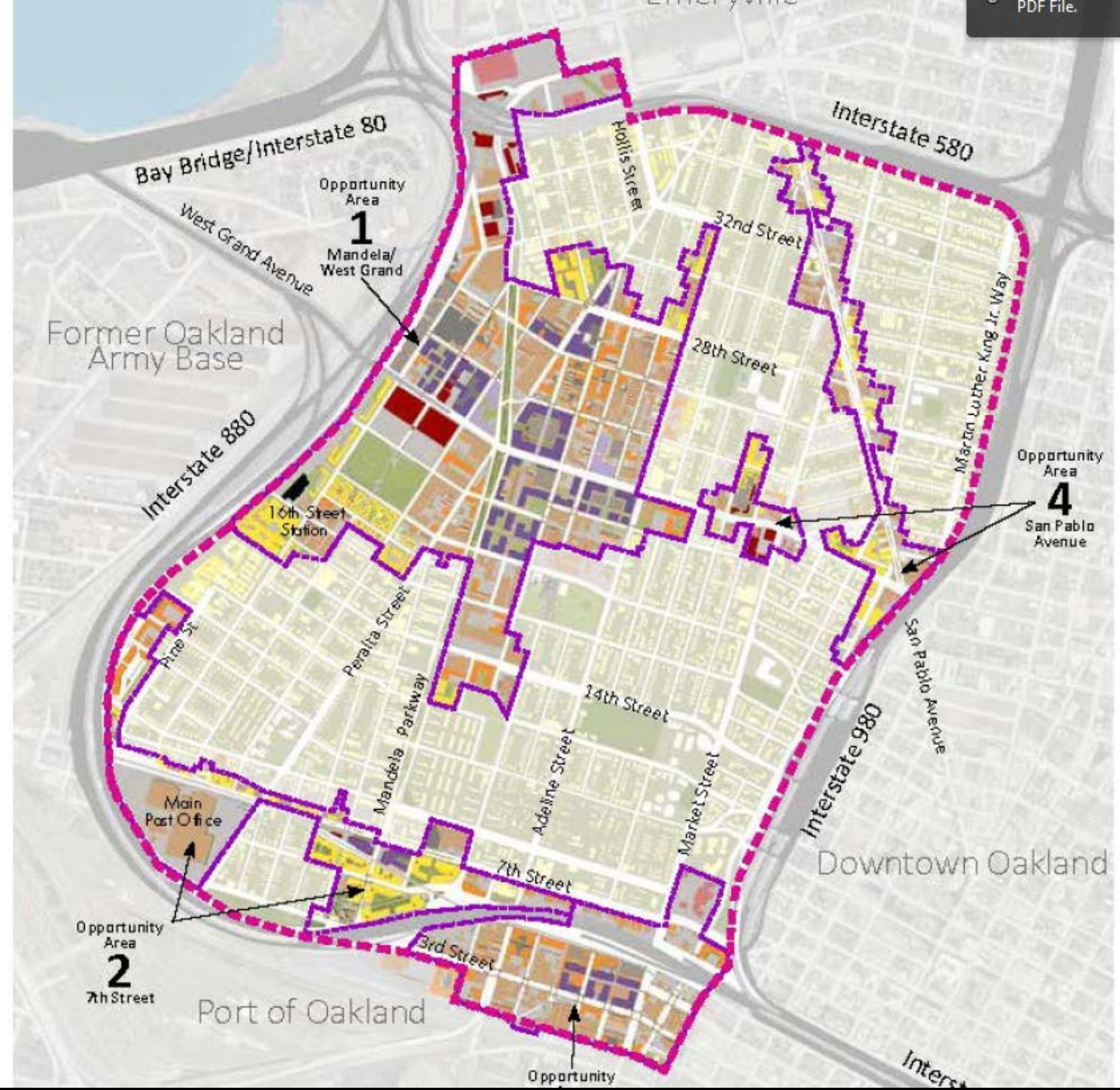
The Henry J Kaiser Center on Lake Merritt is to be renovated for entertainment and office uses



WEST OAKLAND

Focus on Jobs and WO BART





W.O. TOD @ BART



Wood Street Housing



West Oakland: Former Lampwork Lofts



Lampwork Lofts Today



COLISEUM CITY SPECIFIC PLAN

Goals and Visions of the Plan

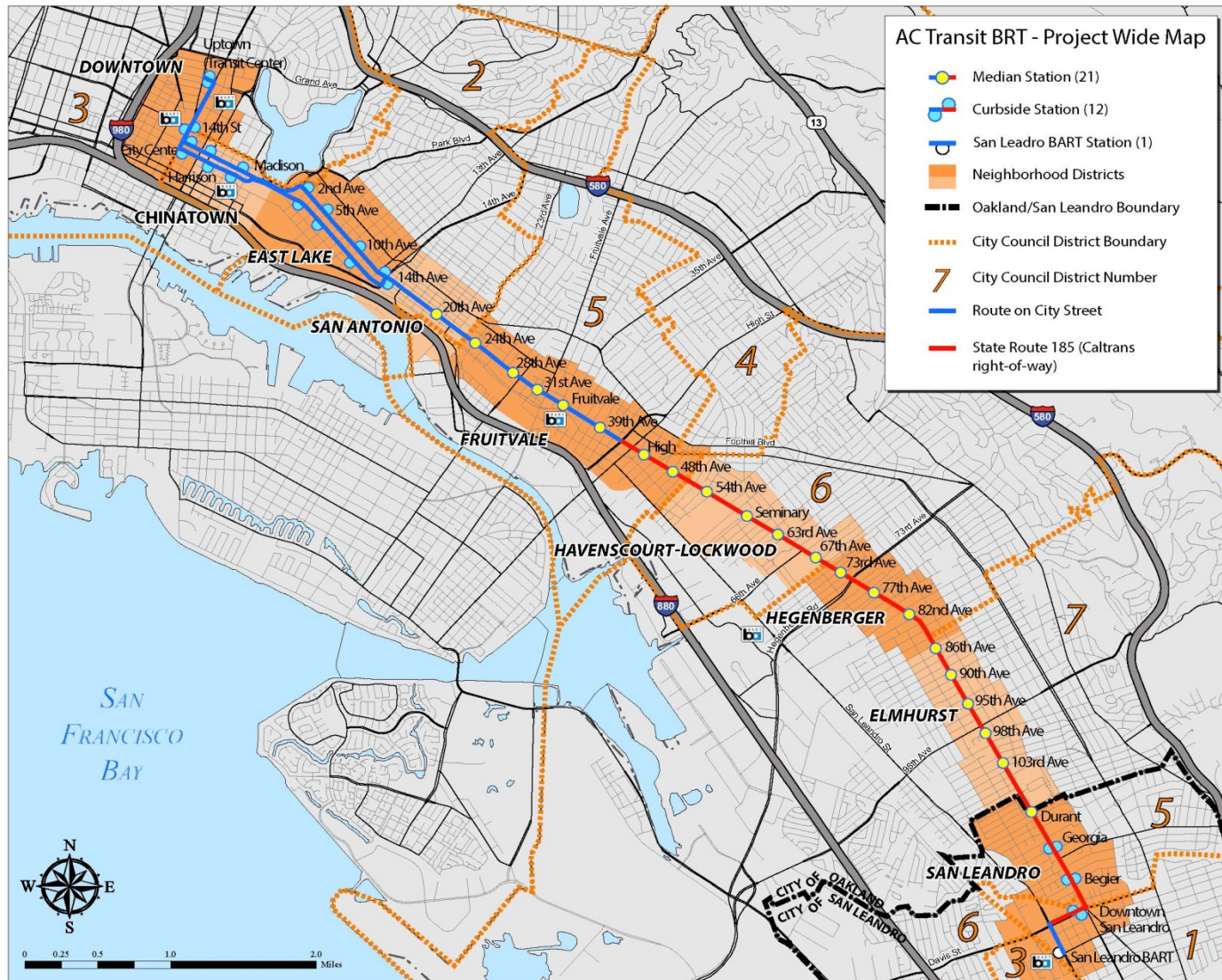
- Retain the three professional sports franchises with new facilities
- Provide 25-year road map for future investment in retail, office, housing
- Transform the area into a center for economic growth for the City.



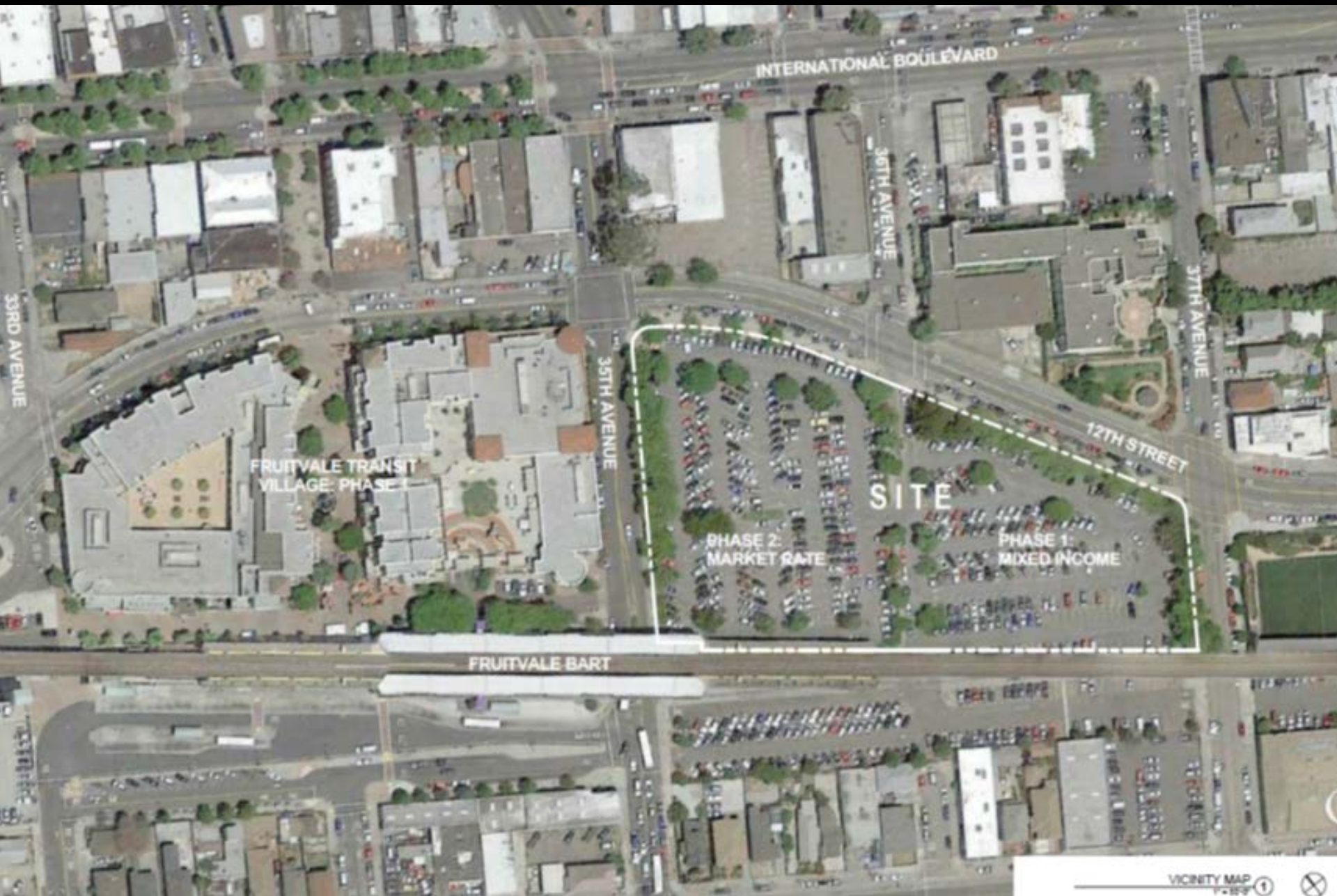




International Blvd + BRT



Fruitvale Village - BART





The MacArthur Transit Village



- 624 new housing units
- 42,500 square feet of office and retail

Results:

Infill Development

Historic Preservation

New Residents

New Businesses

Increased Tax Revenues

Improved Infrastructure

Downtown - Uptown



Former Sears Building



to be transformed into “creative office/tech”

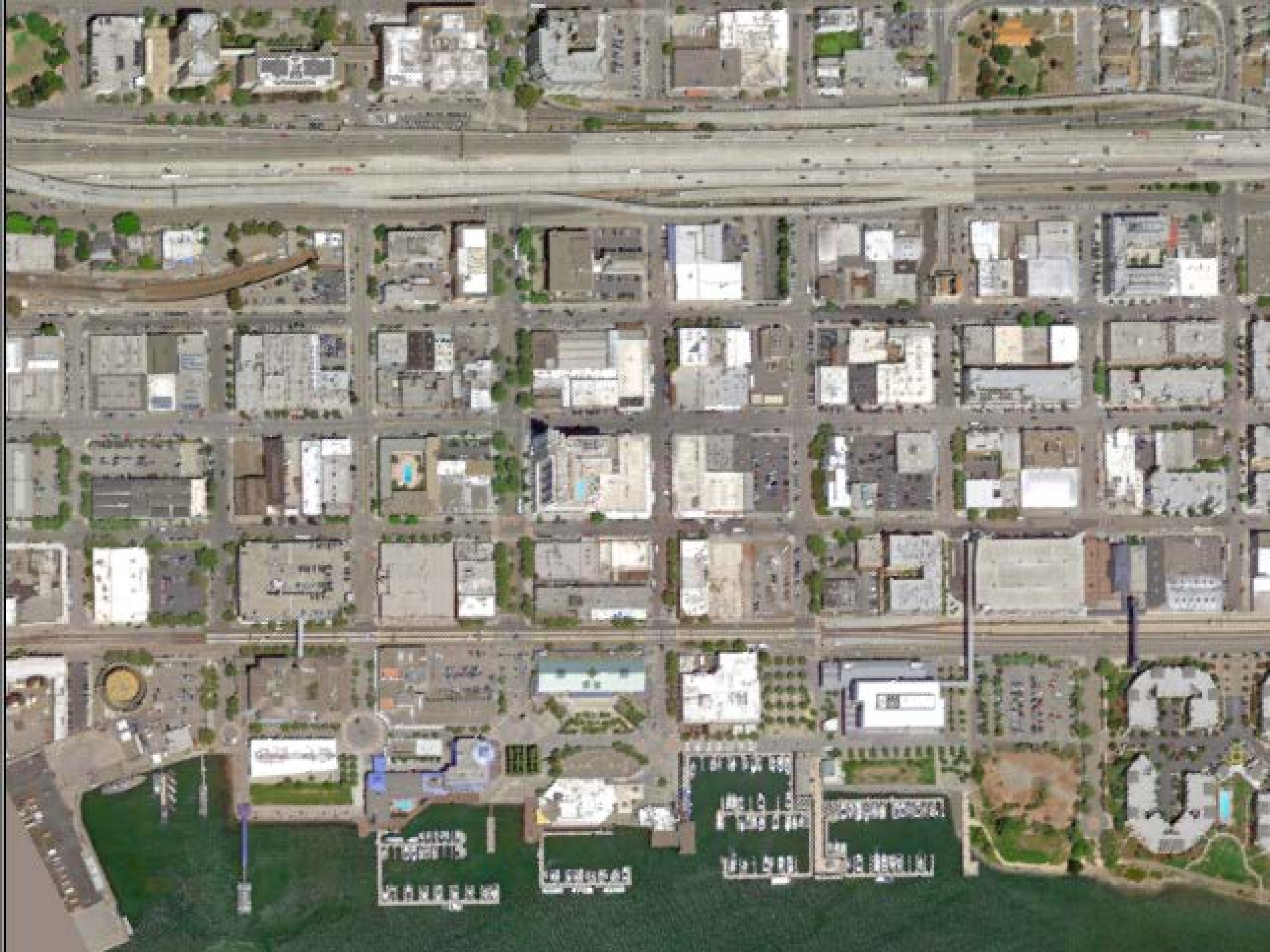


Proposed Downtown Residential Clay & 12th Streets

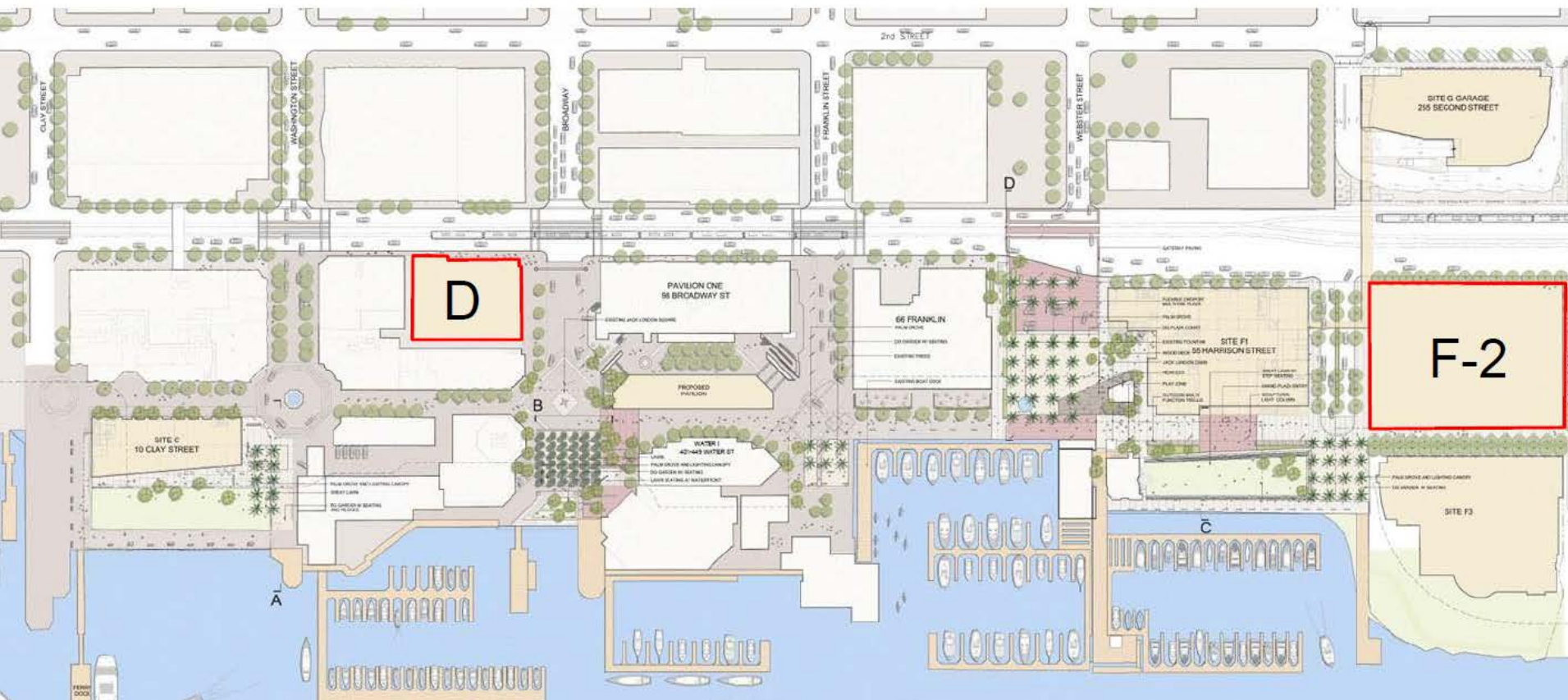


Downtown: Jack London Square





Jack London Square – Development Sites







What's next?

1. Implement Specific Plans – hsg, retail, off
2. Focus on major sites; Sears, HJ Kaiser
3. Construct BRT -- International Boulevard
4. Improve our Corridors and Gateways